

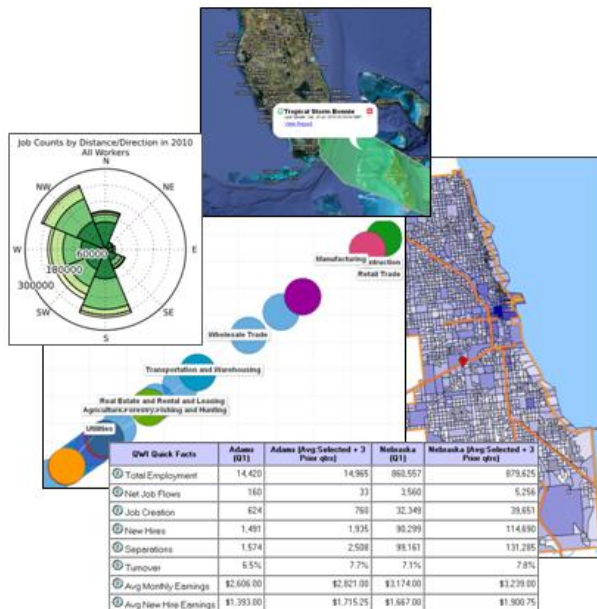
LED New Data from the States and the U.S. Census Bureau

Local Employment Dynamics

New time series data created under the federal-state Local Employment Dynamics (LED) Partnership provide unprecedented details about America's jobs, workers, and local economies and communities. LED creatively integrates existing data from state-supplied administrative records on workers and employers with existing censuses, surveys, and other administrative records to create a longitudinal data system on U.S. employment. State-of-the-art methods to protect the confidentiality of the original respondents allow LED to release valid data for local or regional areas beyond traditional boundaries for public use on the Internet.

The LED flagship product, Quarterly Workforce Indicators (QWI), provides information about trends in employment, hiring, job creation and destruction, and earnings, with unprecedented details of geography, age, gender, and industry going as far back as 1990. Industry Focus identifies hot industries by selected criterion for worker groups in a local economy.

OnTheMap is a mapping and reporting tool showing employment and home locations of workers with companion reports for user-defined areas. It is the first synthetic data product released by the Census Bureau. OnTheMap has been selected as a representative U.S. statistical innovation for the United Nations in 2009, and received the U.S. Department of Commerce Gold Medal, its highest recognition for scientific achievement, in 2010.



LED is an integral part of the U.S. Department of Commerce Open Government Plan to unlock public access to high-value government data. In addition to the custom development of OnTheMap, LED has partnered with Google and IBM to apply their data visualization tools for QWI.

Online Tool	Data Update/ Currency	Description
QWI Online	Quarterly 1990-2011	Accesses 8 QWIs covering employment, new hires, job creation and destruction, and earnings.
Industry Focus	Quarterly 1990-2011	Identifies hot industries by selected criterion for worker groups in a local economy.
OnTheMap	Annually 2002-2010	Maps, charts, and reports on demographic characteristics and commute patterns of workers/jobs covering 49 states.
OnTheMap for Emergency Management	Annually 2010	Shows potential impact on jobs/workers and population for hurricanes, tropical storms, fires, floods, snow and freezing rain probability and disaster declaration areas. Real-time geographic data of disaster events.
Google Public Data	1990-2010	Visualization of 24 QWIs for 2 pilot states using line charts, bar charts, and motion charts.
IBM Many Eyes	1990-2010	Visualization of Beginning of Quarter Employment by worker gender, age, and up to 3-digit industrial classification for 48 states.

Go to www.census.gov, click on “Local Employment Dynamics” under “Business” to visit. For more information, contact CES.local.employment.dynamics@census.gov.